



Contact: *Ron Ballanti*
Strike Zone Communications
818.349.4608

**IRIS CORPORATION LAUNCHES NEW BARRACUDA® SERIES HIGH-RESOLUTION
THRU-HULL UNDERWATER CAMERAS**

**Three Models, Including Industry's First Digitally Controlled Pan/Tilt/Zoom Thru-Hull,
Let Boaters See the Sea Like Never Before**

FORT LAUDERDALE, FLA. (October 30, 2014) — UK-based Iris Corporation has taken its advanced marine camera technology in a new direction — literally — with the introduction of its breakthrough Barracuda® series of thru-hull underwater cameras. The boating public had its first chance to see these innovative new products at today's 2014 Fort Lauderdale International Boat Show.

Iris has been building marine camera systems since 2001, but the new Barracuda series represents the first time Iris has pointed its innovative technology below the waves. And rather than offering just one, Iris is unveiling three Barracuda models to best suit the viewing needs, vessels and budgets of a wide range of boating enthusiasts.

The new Barracuda Lite is ideal for viewing on all chartplotters with composite video input and televisions with AV input, or for interfacing with onboard PCs via a video capture device. Its high-resolution analog camera with Sony Effio-P Chipset provides 800TVL resolution, Wide Dynamic Range and Digital Noise Reduction processing. Connecting the Barracuda Lite is easy, requiring just a single CAT5 cable for power and video transmission. Barracuda Lite is an ideal choice for any boater wanting to display a sharp underwater video image of reefs, fish and sea life to compatible onboard electronics. The new Barracuda Lite carries an affordable retail price of \$1,250.00.

For boaters who want an ultra-crisp and detailed look below their vessel Iris offers the Barracuda HD. At the heart of this camera is a high-definition HD-SDI module that delivers sharp, real-time 1080p HD video for playback on compatible chartplotters, HD televisions and onboard displays via an HDMI or HD-SDI input.

Iris Barracuda Series Underwater Cameras/Page 2

The innovative Barracuda-HD outputs more than 2 million pixels per frame, providing users with much higher resolution than is possible using standard analog CCTV cameras. In addition, Barracuda HD also supports Digital Wide Dynamic Range (D-WDR) and 3D-Digital Noise Reduction (DNR) processing ensuring exceptional high definition video. Power and video connection to the Barracuda HD requires only a single coaxial cable. Retail price for the Barracuda HD is \$1,850.00.

For boaters who need the sharpest possible video with a new level of control that brings the underwater world to life, the new Barracuda IP steals the show. Barracuda IP is the first high-definition thru-hull camera that lets users digitally pan, tilt and zoom around the camera's ultra-wide, panoramic field of view. "This is a breakthrough in underwater video that we believe boaters are going to love," said Tony Digweed, Iris Corporation's North American Sales Manager. "People are no longer limited to seeing only what passes or swims past a limited lens — you can follow fish as they swim around the boat, zoom in on interesting objects and look around at what's beneath you. The only way to get a sharper, more comprehensive new of what's going on under your boat would be to get wet," added Digweed.

At the heart of the Barracuda IP is a 5MP camera engine for ultra-sharp video on a range of devices. Using the system's Iris Centre software on your PC, laptop, tablet or Smart Phone, boaters can set the camera to either 180° or 360° degree mode and "drag" around the image to fully explore the watery world beneath them. The Barracuda IP's expansive field of view lets users zoom "deeper" into the scene, then move around to watch different sectors of the image using either a device's mouse or touchscreen. With all these functions provided digitally, the Barracuda IP has no moving parts to wear out or break. Retail price for the Barracuda IP is \$2,450.

For added versatility, the Iris Centre software also acts as a recording tool, helping boaters capture exciting underwater footage directly on to a computer hard drive and making it easy to manage and play back recorded video footage. The potential for this technology is nearly limitless in today's advanced, highly networked vessels. For example, it's possible to control your Barracuda IP camera(s) wirelessly by tablet, across your onboard Wi-Fi network and even beam amazing underwater video onto a high-definition TV via a media-casting device —allowing everybody onboard to enjoy it.

Barracuda Series Underwater Cameras/Page 3

The unique capabilities of the new Barracuda IP opens up a new world of opportunities, for marine eco-tour operators, sportfishing charter boats, dive charter operators and high-end yachts. It can even function as an advanced security device for the detection of sub-surface threats to vessels.

Each Barracuda thru-hull camera is manufactured using a solid anodized aluminum body with a resilient aluminum bronze bezel and strengthened, impact resistant acrylic lens cover for durable performance on all kinds of vessels. All three models require a 3.54" hole cutout and utilize single IP68 waterproof cable connections for simple, reliable installation and integration with onboard devices.

To learn more about Iris Corporation's new Barracuda Series of thru-hull underwater cameras and get full product and performance specifications, contact the company's North American headquarters at 954.533.9381 or visit www.boat-cameras.com.

###

About Iris Corporation

Iris Corporation has specialized in marine camera systems for 13 years. From the Iris001 —the industry's first specialized docking camera launched in 2001 to today's latest innovations —Iris has earned a reputation for pioneering new technology. Based in the United Kingdom, Iris recently expanded its U.S. headquarters in Fort Lauderdale, Florida to better serve the North American yachting market.